

**Abstract**

The present invention resides in a method of modifying games content of a mobile phone, the games content comprising gaming parameters, the method  
5 comprising sending one or more selected gaming parameters from the mobile phone to a server, at the server, applying training data to the one or more selected gaming parameters to provide a modified parameter set in which one or more of the one or more selected gaming parameters is modified, sending said modified parameter set to the mobile phone, wherein the modified  
10 parameter set is used to modify the games content of the mobile phone.

By means of the invention, selected aspects or parameters of the games content of a phone can be modified remotely in a server, and the modified game parameters returned to the phone and used to reconfigure the games  
15 content to provide for new gameplay. Accordingly, whilst broadly allowing a user an element of control in how a game is to be changed, this invention provides a way of introducing new unpredictable factors into selected aspects of the gameplay. This consequently increases the variety of gameplay and elevates the challenge of the game to the user.